



# **U.S. Army 2005 MWR Leisure Needs Survey Results**

**Walter Reed Army Medical  
Center  
Washington, D.C.**

# BRIEFING OUTLINE

Walter Reed Army Medical Center

## ▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## ▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## ▮ **NEXT STEPS**

# PROJECT OVERVIEW

Walter Reed Army Medical Center

## MWR STRATEGIC BUSINESS PLANNING MODEL



# METHODOLOGY

Walter Reed Army Medical Center

## ▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 3,188 surveys were distributed at Walter Reed Army Medical Center



## ▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

Walter Reed Army Medical Center

## ▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Walter Reed Army Medical Center

### □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Civilian Employees
  - Spouses of Active Duty (CONUS only)
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Walter Reed Army Medical Center:					
Active Duty	2,392	1,106	109	9.86%	±9.17%
Spouses of Active Duty	332	288	31	10.76%	±16.76%
Civilian Employees	2,988	893	102	11.42%	±9.54%
Retirees	1,162	901	151	16.76%	±7.44%
<b>Total</b>	<b>6,874</b>	<b>3,188</b>	<b>393</b>	<b>12.33%</b>	<b>±4.80%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

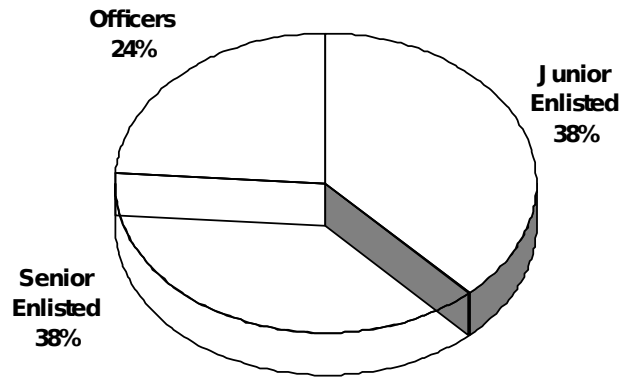
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

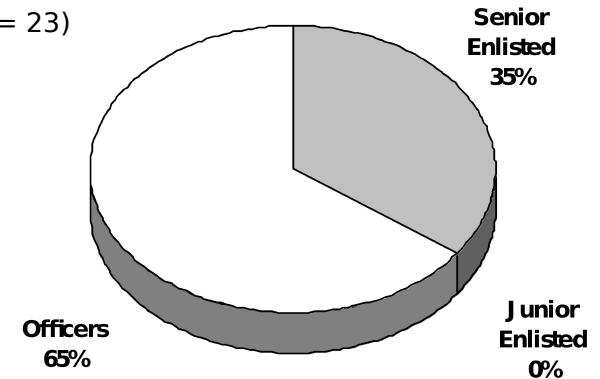
### ACTIVE DUTY

(n = 103)



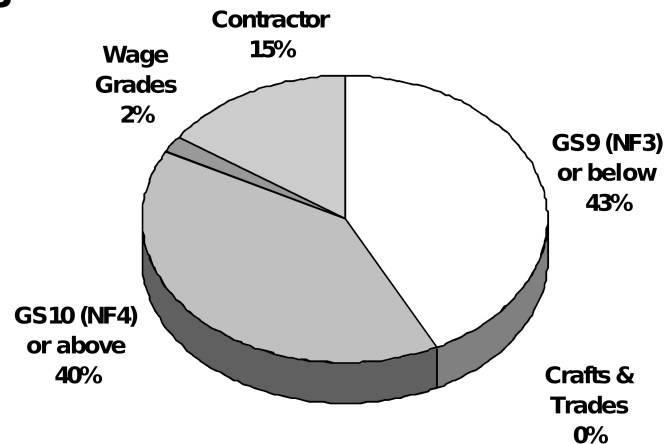
### SPOUSES OF ACTIVE DUTY

(n = 23)



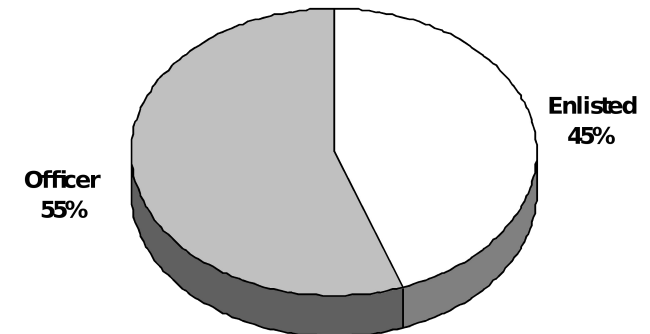
### CIVILIANS

(n = 92)



### RETIREEES

(n = 91)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Walter Reed Army Medical Center

## ▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## ▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center



# MWR PROGRAMS & FACILITIES: USAGE AT WALTER REED AMC

Walter Reed Army Medical Center

## **MOST FREQUENTLY USED FACILITIES**

Library	16%
ITR - Commercial Travel Agency	11%
Post Picnic Area	8%
Athletic Fields	8%
Automotive Skills	7%

## **LEAST FREQUENTLY USED FACILITIES**

BOSS	3%
School Age Services	4%
Outdoor Recreation Center	5%
Arts & Crafts Center	6%
Army Lodging	7%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT WALTER REED AMC\*

Walter Reed Army Medical Center

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Automotive Skills	4.32
BOSS	4.29
Arts & Crafts Center	4.29
Outdoor Recreation Center	4.21
Athletic Fields	4.15

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Post Picnic Area	3.84
Army Lodging	3.90
Child Development Center	3.92
ITR - Commercial Travel Agency	4.02
School Age Services	4.04

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT WALTER REED AMC\*

Walter Reed Army Medical Center

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Arts & Crafts Center	4.18
Automotive Skills	4.08
School Age Services	4.05
ITR - Commercial Travel Agency	3.96
BOSS	3.96

## FACILITIES WITH LOWEST QUALITY RATINGS\*

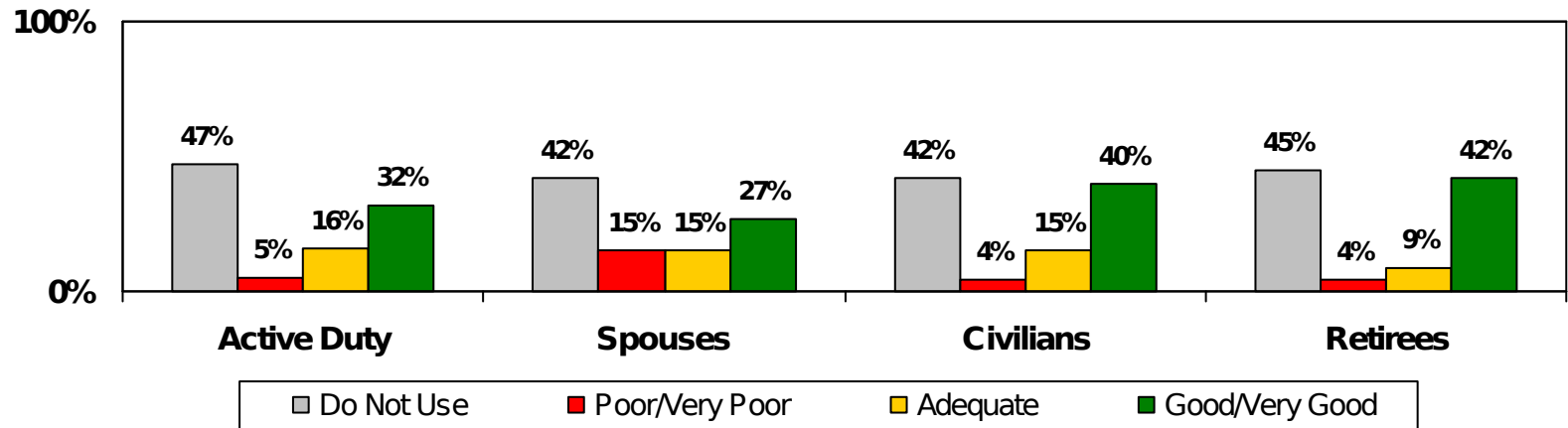
Army Lodging	3.53
Child Development Center	3.67
Post Picnic Area	3.79
Outdoor Recreation Center	3.81
Athletic Fields	3.87

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

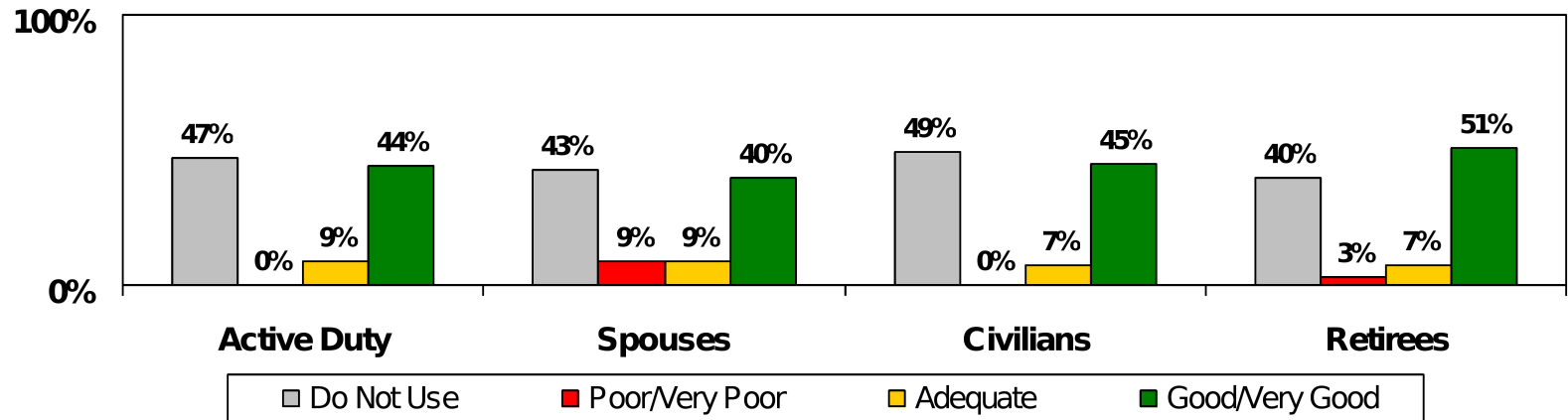
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



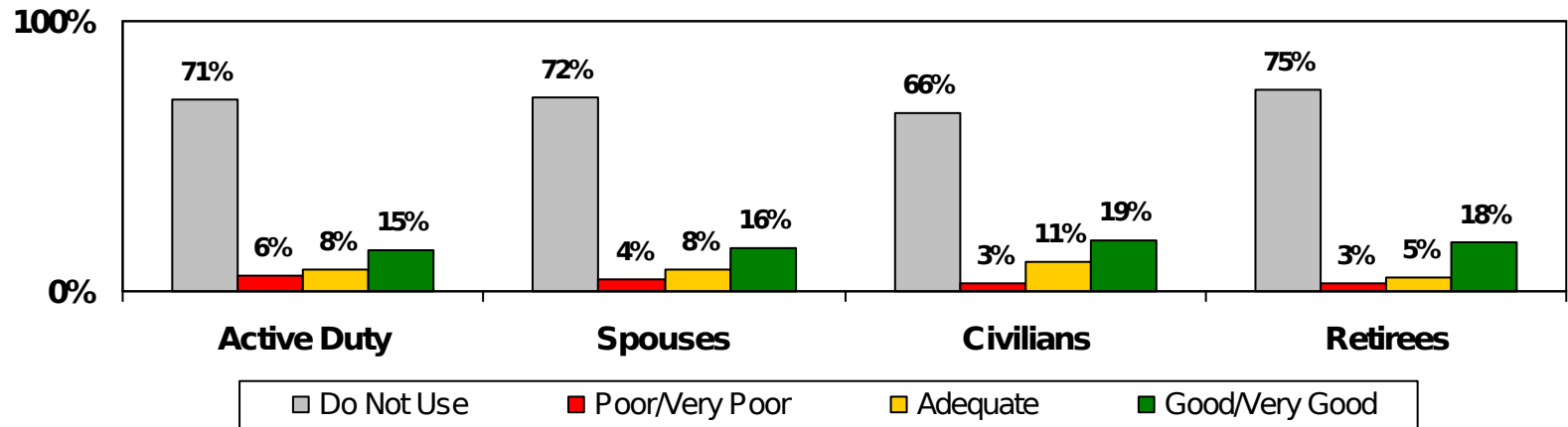
## Quality of Off-Post Services



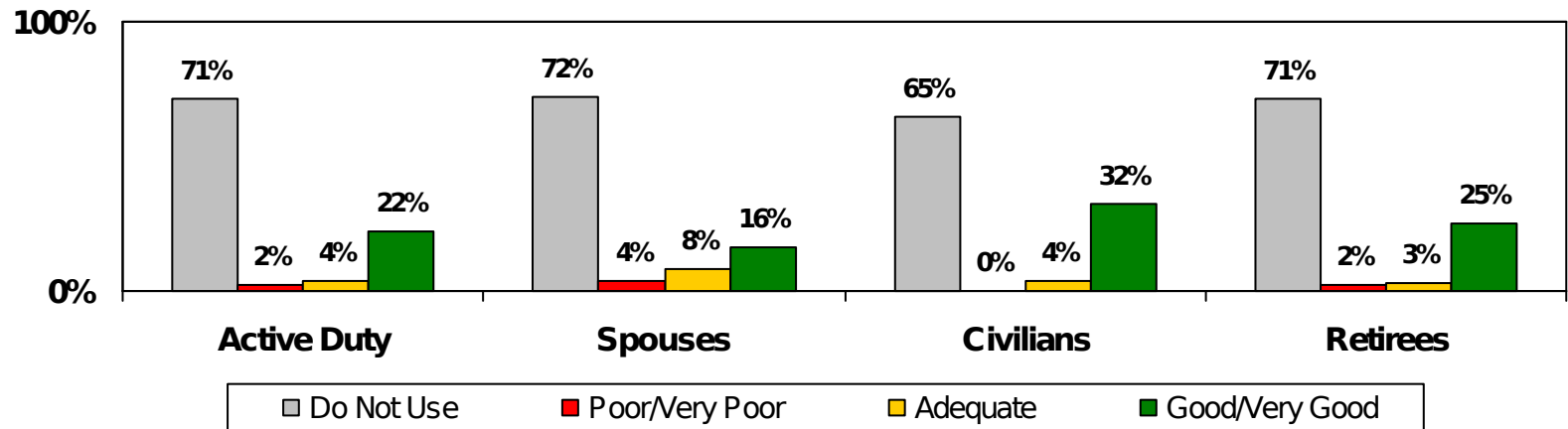
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



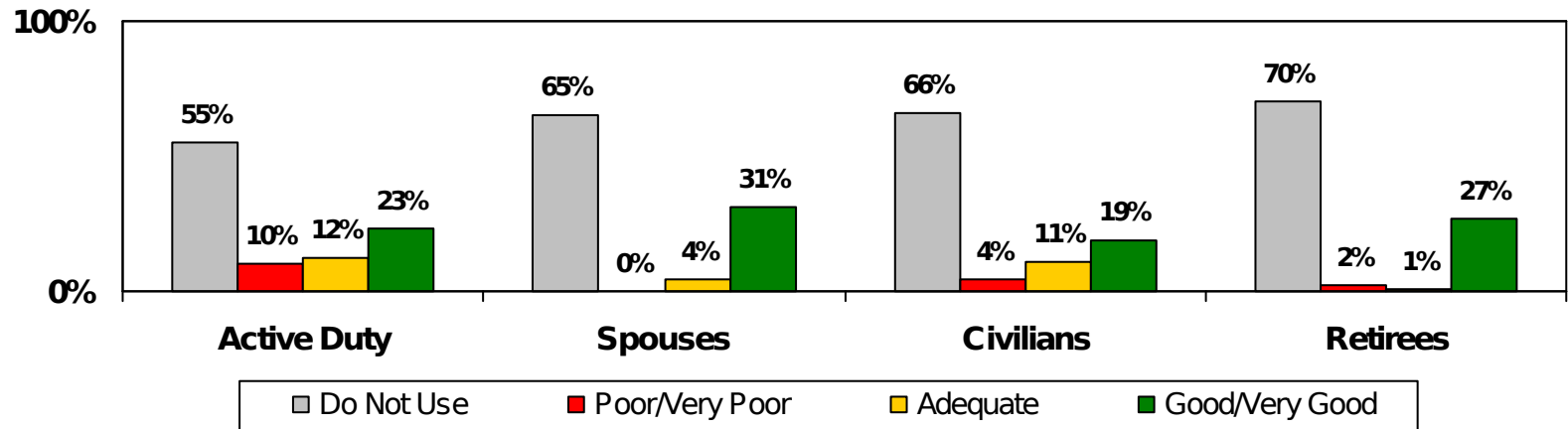
## Quality of Off-Post Services



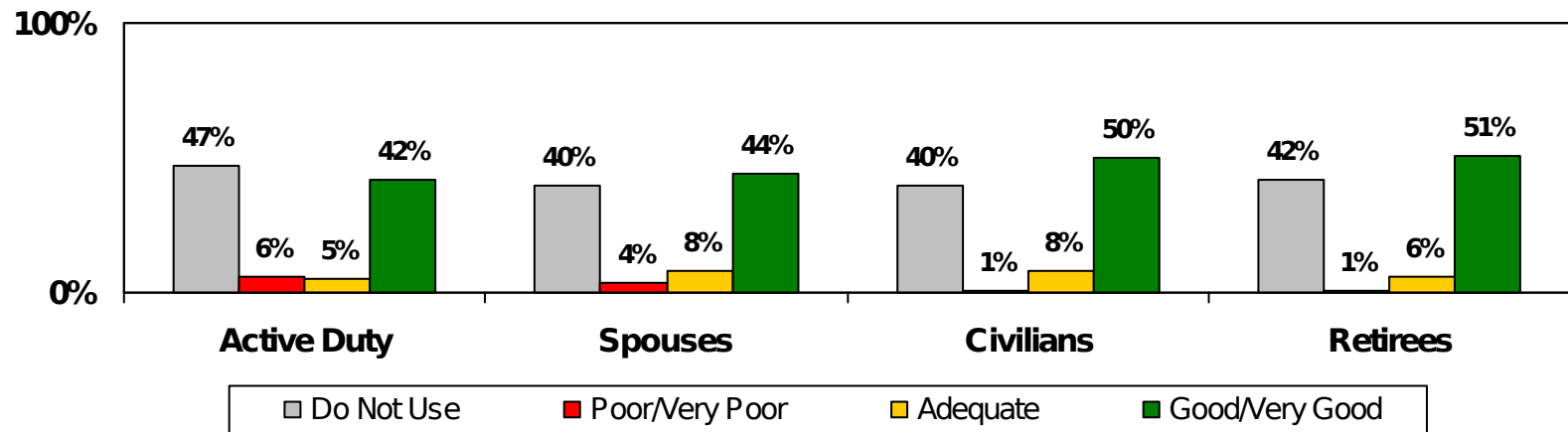
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

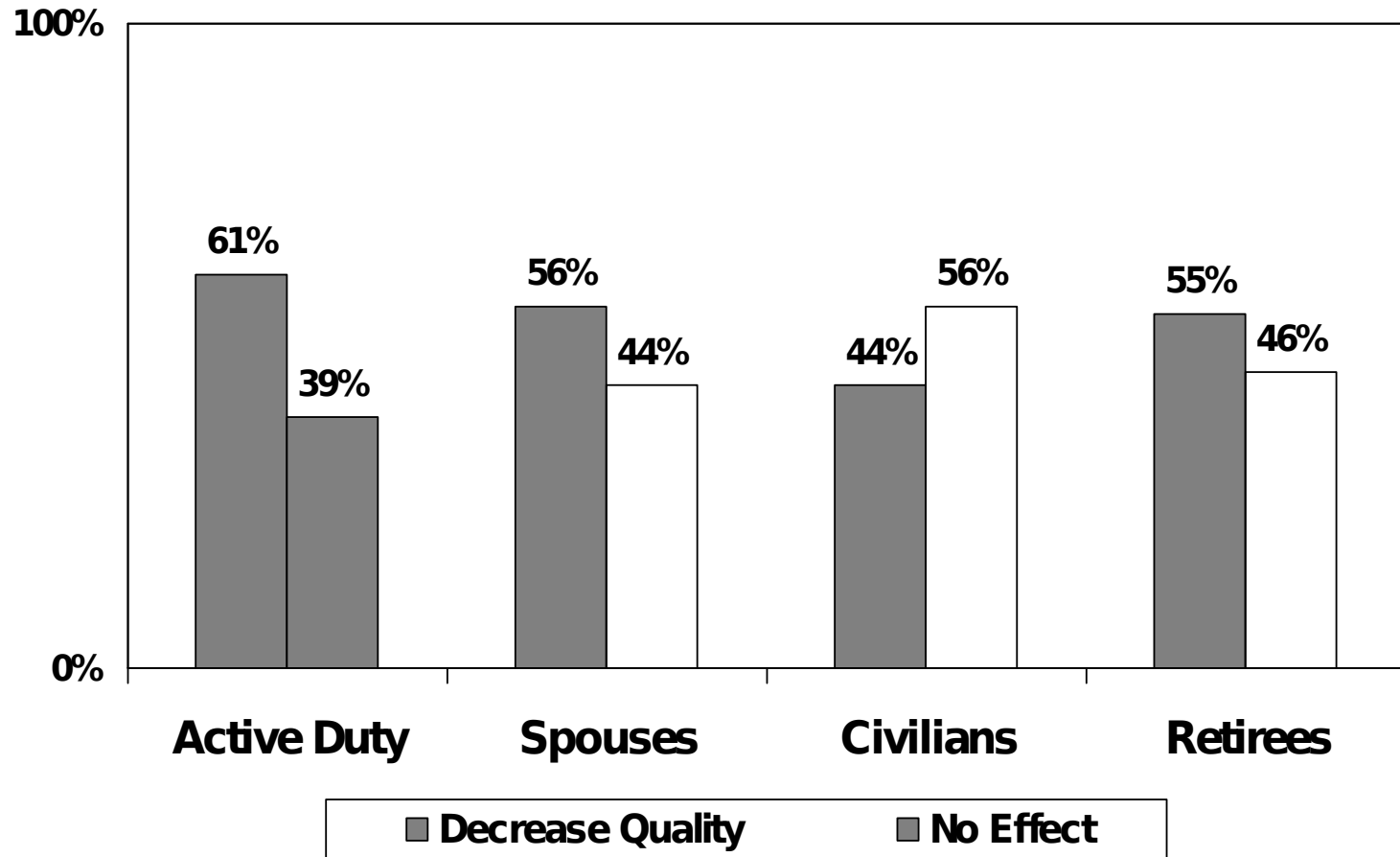


## Quality of Off-Post Services



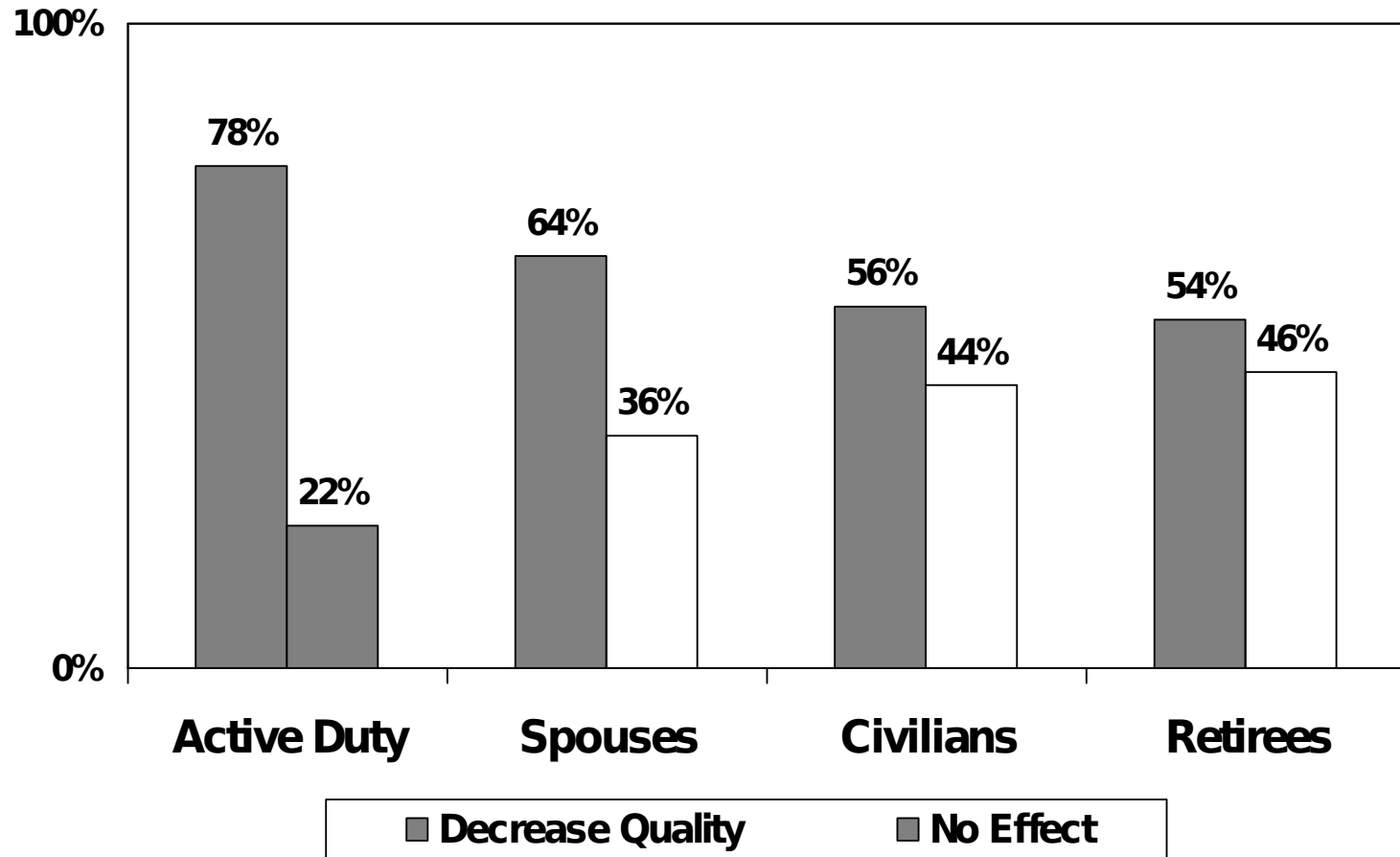
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

## **Top 7 Activities/Programs**

Fitness Center/Gymnasium	77%
Army Lodging	67%
Library	66%
Child Development Center	58%
ITR Office	47%
Youth Center	43%
Athletic Fields	39%

RV Park	65%
Marina	63%
Golf Course Pro Shop	55%
Golf Course	48%
Cabins & Campgrounds	47%
Car Wash	45%
Golf Course Food & Beverage	44%

## **Bottom 7 Activities/Programs**

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Walter Reed Army Medical Center

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	<b>24%</b>	7%	<b>30%</b>	9%	<b>23%</b>
E-mail	<b>43%</b>	15%	<b>62%</b>	10%	<b>45%</b>
Friends and neighbors	20%	19%	25%	13%	21%
Family Readiness Groups (FRGs)	4%	7%	2%	2%	3%
Bulletin boards on post	18%	<b>22%</b>	19%	24%	19%
Post newspaper	<b>22%</b>	<b>26%</b>	<b>30%</b>	<b>45%</b>	<b>29%</b>
MWR publications	19%	19%	13%	<b>41%</b>	20%
Radio	0%	7%	2%	2%	2%
Television	0%	7%	4%	4%	2%
My child(ren) let(s) me know	1%	4%	4%	1%	2%
Other unit members or co-workers	19%	15%	21%	5%	18%
Unit or post commander or supervisor	10%	11%	8%	2%	8%
Marquees/billboards	4%	7%	6%	7%	5%
Flyers	21%	<b>22%</b>	17%	<b>31%</b>	21%
Other	7%	<b>26%</b>	6%	13%	8%
I never hear anything	20%	<b>22%</b>	13%	19%	17%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	71%	100%
Better Opportunities for Single Soldiers	54%	N/A
Army Community Service	49%	54%
MWR Programs and Services	63%	84%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	58%	89%	11%
Outreach programs	48%	77%	23%
Family Readiness Groups	65%	79%	21%
Relocation Readiness Program	69%	76%	24%
Family Advocacy Program	68%	69%	31%
Crisis intervention	48%	75%	25%
Money management classes, budgeting assistance	73%	75%	25%
Financial counseling, including tax assistance	66%	76%	24%
Consumer information	43%	80%	20%
Employment Readiness Program	51%	71%	29%
Foster child care	40%	60%	40%
Exceptional Family Member Program	71%	69%	31%
Army Family Team Building	49%	91%	9%
Army Family Action Plan	50%	82%	18%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Walter Reed Army Medical Center

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	33%	100%	0%
Outreach programs	27%	N/A	N/A
Family Readiness Groups	33%	100%	0%
Relocation Readiness Program	30%	100%	0%
Family Advocacy Program	30%	100%	0%
Crisis intervention	23%	100%	0%
Money management classes, budgeting assistance	33%	100%	0%
Financial counseling, including tax assistance	33%	100%	0%
Consumer information	20%	100%	0%
Employment Readiness Program	37%	100%	0%
Foster child care	13%	100%	0%
Exceptional Family Member Program	43%	50%	50%
Army Family Team Building	27%	100%	0%
Army Family Action Plan	20%	N/A	N/A

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	40%	38%
Personal job performance/readiness	39%	44%
Unit cohesion and teamwork	43%	43%
Unit readiness	46%	17%
Relationship with my spouse	44%	42%
Relationship with my children	49%	14%
My family's adjustment to Army life	49%	18%
Family preparedness for deployments	47%	33%
Ability to manage my finances	49%	20%
Feeling that I am part of the military community	46%	50%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	70%	90%
Helps minimize lost duty/work time due to lack of child care/youth services	72%	100%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	58%	50%
Allows me to work outside my home	60%	71%
Allows me to work at home	30%	57%
Offers me an employment opportunity within the CYS program	36%	0%
Allows me/my spouse to better concentrate on my/our job(s)	68%	67%
Provides positive growth and development opportunities for my children	78%	67%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	56%
Personal job performance/readiness	58%
Unit cohesion and teamwork	68%
Unit readiness	59%
Ability to manage my finances	52%
Feeling that I am part of the military community	64%
Relationship with my children (single parents)	67%
My family's adjustment to Army life (single parents)	50%
Family preparedness for deployments (single parents)	64%

\* Positive = moderate, great or very great extent



# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	63%
Going to movie theaters	48%
Entertaining guests at home	47%
Walking	44%
Cardiovascular equipment	42%
Weight/strength training	40%
Internet access/applications (home)	38%
Special family events	34%
Attending sports events	33%
Dancing	32%

## Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	92%
Entertaining guests at home	90%
Internet access/applications (home)	79%
Going to movie theaters	67%
Digital photography	64%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	67%
Going to movie theaters	54%
Entertaining guests at home	51%
Walking	50%
Special family events	47%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	56%
Going to movie theaters	44%
Cardiovascular equipment	41%
Weight/strength training	40%
Running/jogging	38%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	66%
Walking	62%
Entertaining guests at home	52%
Plays/shows/concerts	41%
Cardiovascular equipment	40%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Basketball	10%
Softball	5%
Volleyball	5%
Touch/flag football	5%
Self-directed sports tournaments	3%

## Outdoor Recreation

Going to beaches/lakes	29%
Picnicking	21%
Bicycle riding/mountain biking	16%
Camping/hiking/backpacking	16%
Fishing	12%

## Social

Entertaining guests at home	47%
Special family events	34%
Dancing	32%
Happy hour/social hour	27%
Night clubs/lounges	27%

## Sports and Fitness

Walking	44%
Cardiovascular equipment	42%
Weight/strength training	40%
Running/jogging	31%
Bowling	21%

## Entertainment

Watching TV, videotapes, and DVDs	63%
Going to movie theaters	48%
Attending sports events	33%
Festivals/events	32%
Live entertainment	30%

## Special Interests

Internet access/applications (home)	38%
Trips/touring	20%
Gardening	19%
Digital photography	19%
Computer games	17%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	32%	N/A	32%
Reading	29%	N/A	29%
Cardiovascular equipment	28%	14%	42%
Reference/research services	26%	N/A	26%
Weight/strength training	25%	15%	40%
Study/self-development	23%	N/A	23%
Multimedia (videos, DVDs, CDs)	17%	N/A	17%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

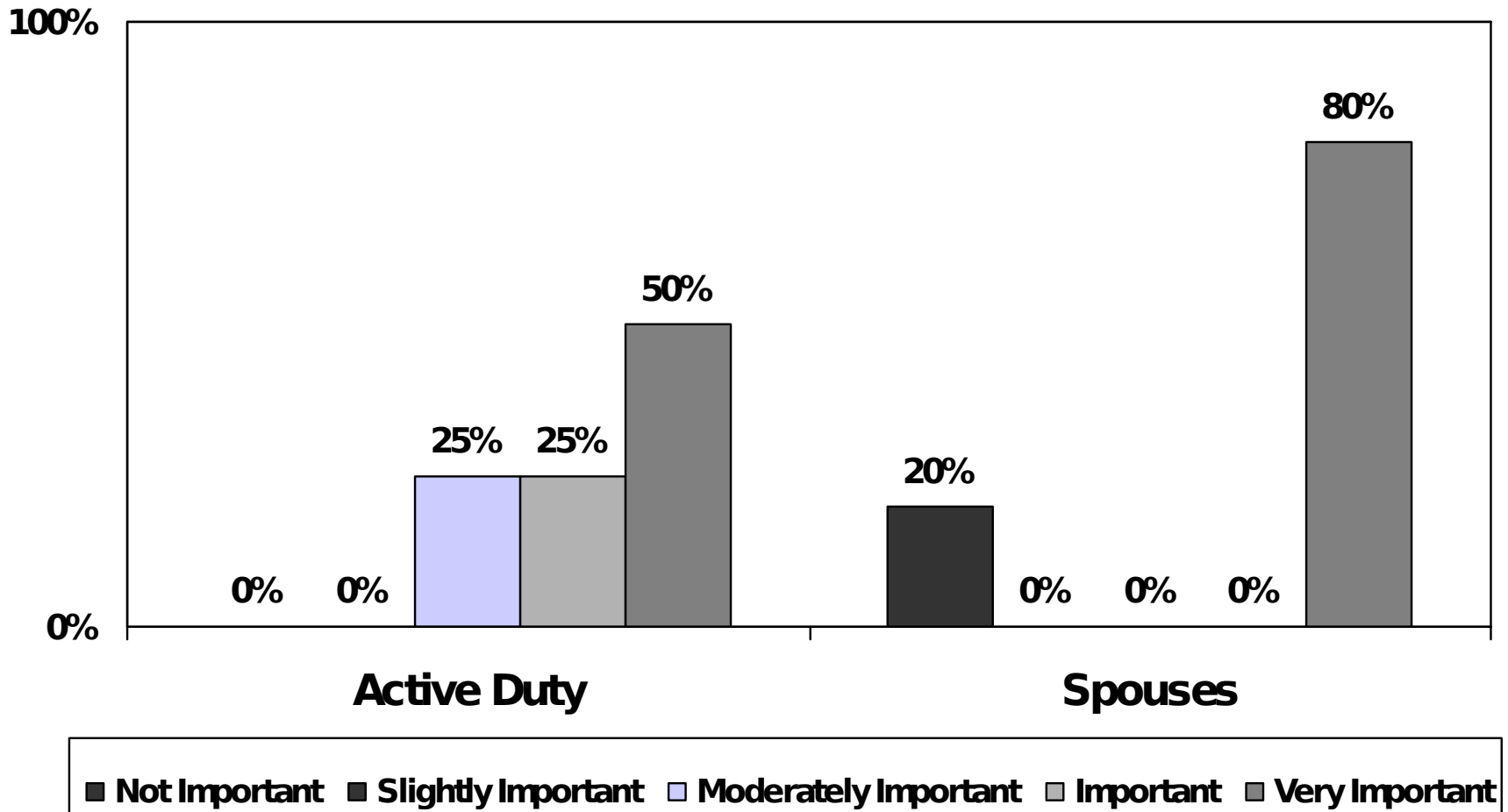
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	5%	30%	38%
Trips/touring	1%	19%	0%	20%
Gardening	1%	2%	16%	19%
Digital photography	2%	5%	13%	19%
Computer games	1%	3%	12%	17%
Automotive detailing/washing	1%	6%	6%	13%
Automotive maintenance & repair	4%	5%	3%	12%

\*Top 7 special interest activity preferences ranked by overall participation.

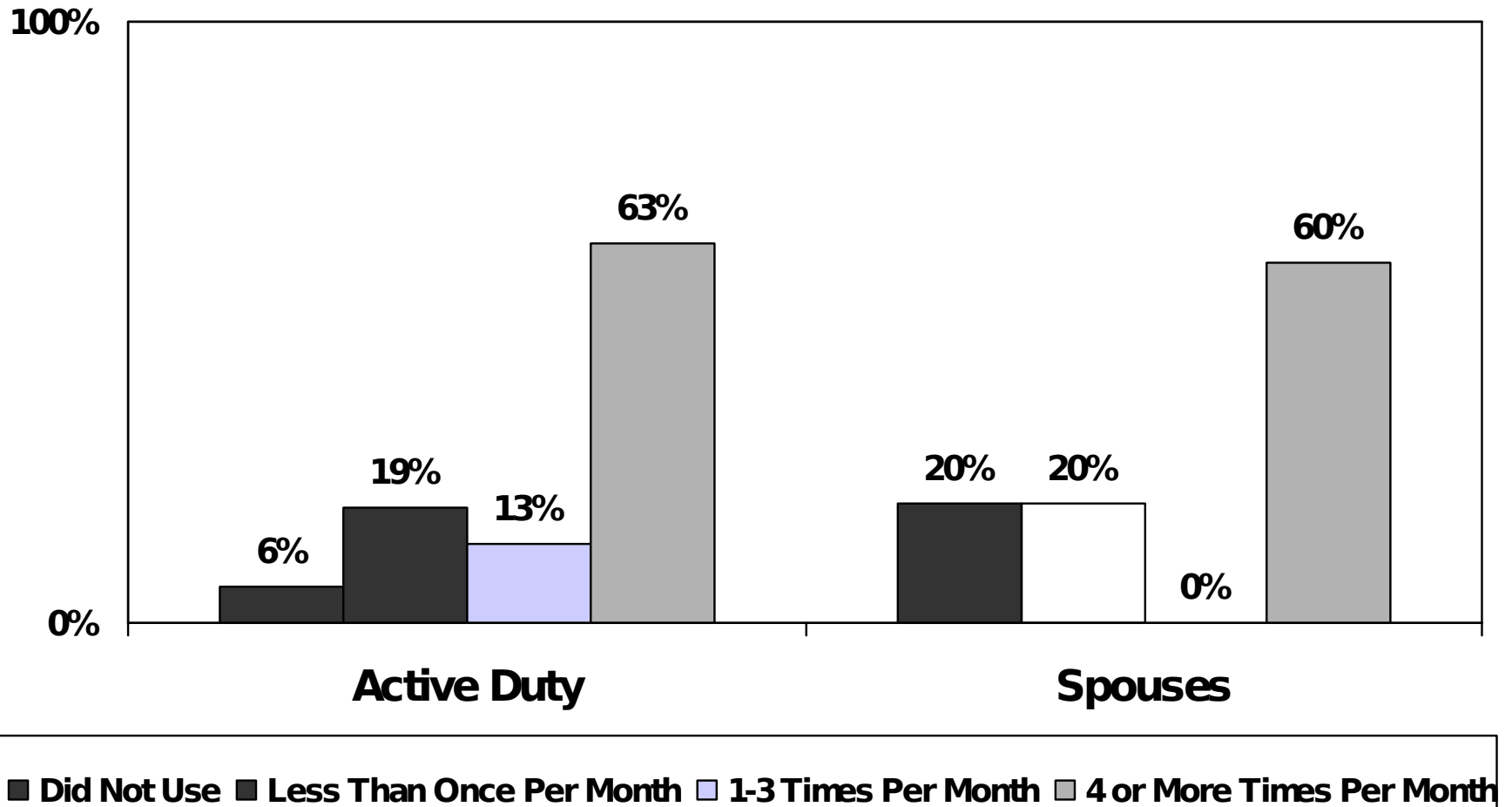
# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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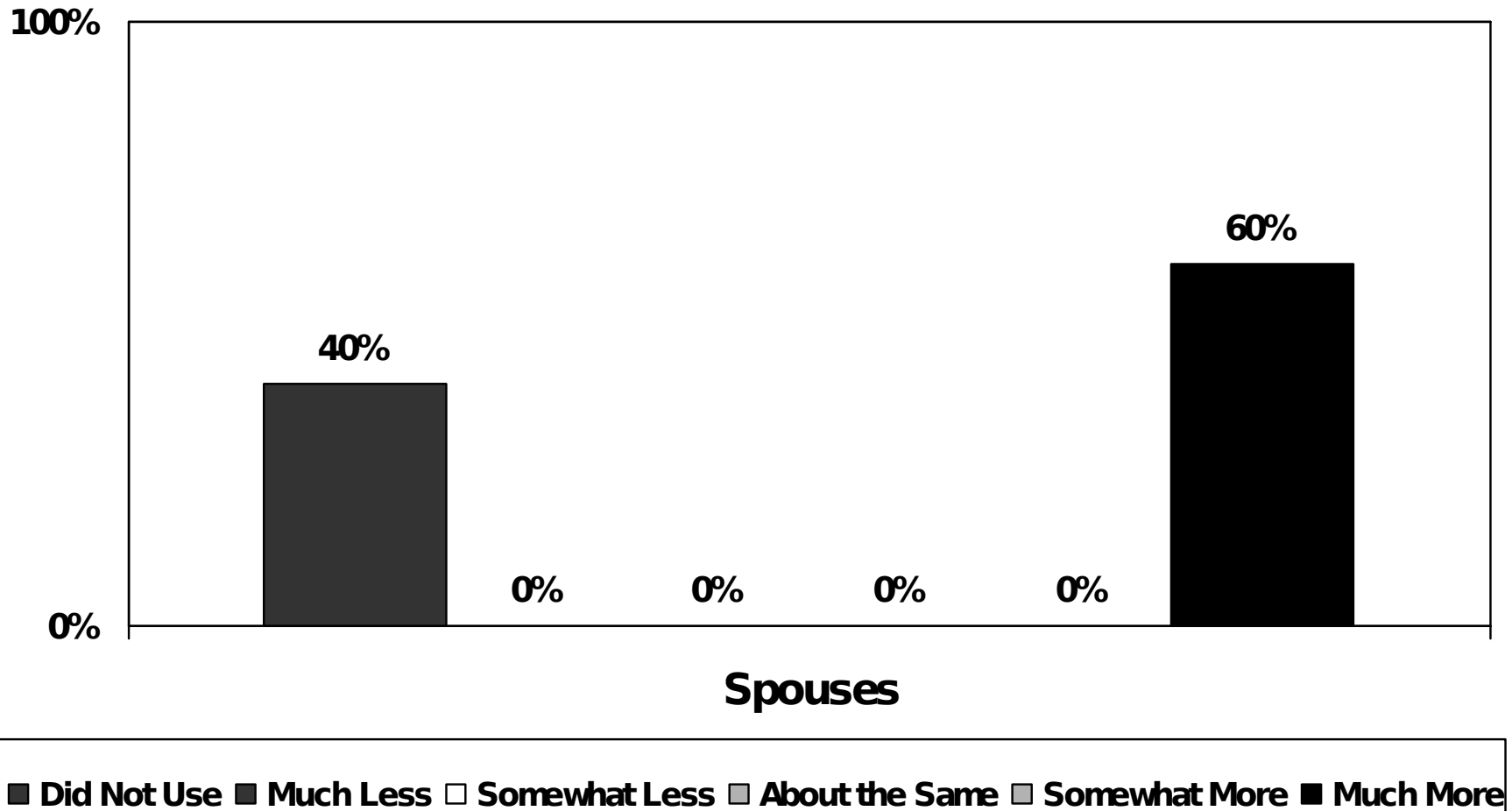
# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	16%
Probably will not make military a career	9%
Undecided	31%
Probably will make military a career	13%
Definitely will make military a career	32%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	18%
Not Sure	11%
Yes	71%



# NEXT STEPS

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## ▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## ▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)